



State Of Utah Tourism Profile 2010

| Statewide Indicator | 2007 | 2008 | 2009 | 2010 | % Change 2009-2010 | AAPC 2007-2010 |
|---|------------|------------|------------|------------|-----------------------|-------------------|
| DEMOGRAPHIC | | | | | | |
| Population | 2,699,554 | 2,757,779 | 2,800,089 | 2,763,885 | -1.3% | 0.8% |
| Total Non-Ag Employment | 1,258,300 | 1,252,638 | 1,188,736 | 1,181,556 | -0.6% | -2.1% |
| Non-Ag Avg Monthly Wage | \$3,043 | \$3,121 | \$3,171 | \$3,235 | 2.0% | 2.1% |
| Per Capita Income | \$31,433 | \$34,034 | \$31,886 | \$32,473 | 1.8% | 1.1% |
| Unemployment Rate | 2.8% | 3.7% | 7.1% | 7.7% | 8.5% | 40.1% |
| SPENDING & EMPLOYMENT | | | | | | |
| Spending by Travelers (Millions) | \$6,769 | \$6,925 | \$6,232 | \$6,525 | 4.7% | -1.2% |
| Travel & Tourism Related Employment | 138,847 | 136,893 | 120,216 | 122,839 | 2.2% | -4.0% |
| Direct Tourism-Related Employment | 92,095 | 91,009 | 80,040 | 81,907 | 2.3% | -3.8% |
| Indirect Tourism-Related Employment | 19,234 | 18,879 | 16,495 | 16,769 | 1.7% | -4.5% |
| TOURISM TAX REVENUES (millions) | | | | | | |
| State & Local Tax Revenues from Traveler Spending | \$905 | \$908 | \$806 | \$842 | 4.5% | -2.4% |
| Transient Room Tax | \$32.6 | \$34.1 | \$28.5 | \$31.0 | 8.8% | -1.7% |
| Restaurant Tax | \$31.9 | \$33.4 | \$32.0 | \$33.0 | 3.1% | 1.1% |
| Car Rental Tax* | \$16.4 | \$16.0 | \$14.3 | \$13.0 | -9.1% | -7.5% |
| Gross Taxable Retail Sales | \$46,769.2 | \$47,360.5 | \$44,409.3 | \$41,527.9 | -6.5% | -3.9% |
| STATEWIDE VISITATION COUNTS | | | | | | |
| Visits by Non-Resident Travelers | 20,200,000 | 20,300,000 | 19,400,000 | 20,200,000 | 4.1% | 0.0% |
| Visits by International Travelers | 730,000 | 740,000 | 690,000 | 721,000 | 4.5% | -0.4% |
| Total Nat'l. Park Recreation Visits | 5,445,591 | 5,670,851 | 6,002,104 | 6,072,900 | 1.2% | 3.7% |
| Arches National Park | 860,175 | 928,794 | 996,306 | 1,022,823 | 2.7% | 5.9% |
| Bryce Canyon National Park | 955,715 | 1,043,321 | 1,216,376 | 1,285,490 | 5.7% | 10.4% |
| Canyonlands National Park | 417,516 | 436,713 | 436,819 | 435,907 | -0.2% | 1.4% |
| Capitol Reef National Park | 554,911 | 604,810 | 617,207 | 662,659 | 7.4% | 6.1% |
| Zion National Park | 2,657,281 | 2,657,213 | 2,735,396 | 2,666,021 | -2.5% | 0.1% |
| Total Nat'l. Mon. & Rec. Area Visits | 2,958,698 | 3,103,288 | 3,873,800 | 4,928,359 | 27.2% | 18.5% |
| Total State Park Visits | 4,925,277 | 4,564,770 | 4,820,930 | 4,842,891 | 0.5% | -0.6% |
| Salt Lake Int'l. Airport Passengers | 22,045,233 | 20,790,400 | 20,451,178 | 21,016,686 | 2.8% | -1.6% |
| Utah Skier Visits | 4,082,094 | 4,258,900 | 3,972,984 | 4,223,064 | 6.3% | 1.1% |
| Utah Welcome Center Visits | 550,726 | 412,158 | 428,319 | 447,439 | 4.5% | -6.7% |
| Hotel/Motel Occupancy Rates | 68.4% | 63.7% | 57.0% | 59.7% | 4.7% | -4.4% |

* 2010 change in Car Rental reporting